

silicon signs

WHO WE ARE:

Silicon Signs is a national sign company. We specialize in providing a FRICTIONLESS signage process for emerging franchises. We are currently the preferred or even required sign vendor for several well-known franchise brands.

We are EXPERTS in:

- Managing Landlord Sign Requirements
- Brand and Sign Plan Consulting
- Graphic Design
- City Permitting
- Manufacturing
- Installation





Our Story

When we started Silicon Signs in 2018, somehow we landed a huge national client, VetIQ, a publicly traded company (PETQ). VetIQ has over 175 retail vet clinics. Our first purchase order was for \$347,900 to do signs for 49 locations in multiple states.

At the time, we had a credit card with a \$10,000 limit so we couldn't even afford to buy the materials to fulfill the order. We ended up getting a \$150,000 loan from a private investor. We fulfilled the order and paid the loan (with about \$15k in interest) back in just 3 months.

It was a small price to pay for the education we received during those 3 months.

We were immersed in the world of being a national sign company which included:

- Quick turnarounds and tricky install schedules
- Communication with corporate team members
- Navigating difficult out-of-state permitting processes
- Nationwide shipping logistics
- Finding and vetting qualified local installers

We learned many of the pitfalls and hurdles that multi-unit franchise owners face. *We KNOW what keeps you up at night* dealing with signage and we've created the solutions.

Because of that experience, we are in a position to execute a nationwide scale for you and these other brands:



800+ locations

175+ locations

110+ locations

300+ locations

112+ locations

31+ locations

Our manufacturing is done in-house which gives us full control over the fabrication process and timelines. We have a stable of project managers and designers whose sole focus and responsibility is to keep each sign project on schedule and on budget with PERFECT communication with corporate and the franchisee



Our Process:

We will create an online questionnaire specific to your business including things like:

- Target Opening Date
- Landlord sign requirements from the lease
- Photos, architect plans, contact info, etc.

Within 2-3 days we will

- Complete a city code check
- Review the sign criteria from the lease
- Create and design a sign plan that will be approved by the landlord and the municipality

After mockups and quotes are approved by landlord, franchisee, and franchisor we will:

- Collect a deposit
- Begin immediately on the sign permit process (average timeline is 2-4)
- Once we receive the permit we'll begin fabrication and installation (within 6 weeks)
- We will send status updates at least weekly and for any milestone updates.

(If we can get involved at LOI, prior to lease execution, we can significantly decrease the timeline for getting signs installed. Franchisees run into problems if they don't have an expert helping to review sign criteria in a lease.)



Sleep better at night knowing that we have solved these problems:

- 01.** We ALWAYS hit deadlines. We have control over the manufacturing process. We prefer to handle things in the order we get them, but if we have to, we can move things around and turn an entire exterior sign package in a single day (please don't make us do that).
- 02.** We understand timelines and can set realistic expectations with franchisees. The difference between a good experience and a bad one is proper expectations. Things come up and things change - we will let you know and adjust timelines and expectations as needed.
- 03.** We have built and installed hundreds and hundreds of signs in hundreds of municipalities in every state in the U.S. We've seen it all. We know how to handle unrelenting landlords, over-zealous city planners, annoying permitting issues, difficult franchisees, and general contractors that stretch the truth.
- 04.** We have project managers who are specifically hired and trained to manage your sign project to make sure that it is done on time and on budget. These are not salespeople who receive commissions. They have one job and will always be available when needed. If they are not available, there are at least 2 other people in our organization who know the status of your job that can answer questions. We use a project management software that has every task and milestone with deadlines and alarms.
- 05.** We are competitively priced in every market nationwide. We have strong buying power with our suppliers, we do not have to pay expensive sales commissions, franchise fees, or even sales tax if it's out of state. Even with a shipping expenses and out-sourced installs, we can save your franchisees money while providing them a better product and service. And most importantly, saving you as the franchisor time and headache.

FAQs:

Do you install yourselves?

We install anything in the state of Utah. Any job out of state, we outsource to a local installer to pull the permit and install. We have an extensive list of quality and insured installers in hundreds of municipalities already. If we don't have a reliable contractor in your area, we will find and vet one.

Do you guys work with the landlords or do we?

It's up to you! We typically have the franchisee handle the landlord approvals since they have the relationship. We've found that landlords have little incentive to negotiate with the sign contractors and lose patience quickly. But if it's a largely transactional relationship with the landlord, we're happy to handle that communication.

What kinds of signs can Silicon Signs provide?

We can provide any signs that your store needs. This includes illuminated channel letters, monument and pylon tenant panels, construction graphics, window tints or blackout, store hours, interior displays and lettering, stickers, faux neon signs, business cards and flyers, and more.



CONTACT US:

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